Abstract: Mukhopadhyaya.J.N (2012)"…. *The cement industry is considered as an engine of domestic growth with its strong linkages to the infrastructure and housing sector* "It is actually the heart of nation's development and in every infrastructure development whether its port, bridge, mammoth commercial buildings or any housing project cement plays vital role in it. This proves that cement industry play major role in infrastructural and economic development of the country. India is the second largest producer of cement in the whole world after China with total production of 224.4million tones per annum, But the cement industry of India has seen various phases AV Bala Krishna (2008)"….*cement which was considered a basic commodity, did not receive much attention for its promotion before deregulation*" and was been sold in ration has now become a brand of preference this measure change in the way of selling of cement bring our attention towards the marketing strategies adopted by the major cement players. This research proposal sought to study the effect of marketing mix on dealer loyalty of top 5 cement players of Rajasthan. And the research question this research project sought to answer is: what is the relationship between marketing mix and brand loyalty of dealers? The main purpose of the study is to find out the marketing strategies that top cement players have implemented in order to give quality of service to its dealers, retailers, distributors and end consumers, and satisfy their needs, retain them and gain loyalty in return.

Keywords: Marketing Strategy, Cement Companies, Marketing Mix, Dealer Loyalty

Introduction & Background of Research

There is severe competition in cement industry but there is concentration of few dominant players in the chart of sales volume reason being the marketing strategy adopted by the major players, because cement as a product cannot be differentiated and all the cement companies have to follow Indian standards rule for the quality then what is that extra factor which dominant players use? The motive of the study is to find out what are the factors and strategies that are common to the major 5 competitors in sustaining business and what different factors and strategies they focus on to create differentiation to be the consumers choice, this research is to be carried out in terms of marketing mix strategies (covering all the 4p's of mix), dealer relationship quality of service. This research proposal is an attempt to examine the relationship between the marketing mix and brand loyalty of the dealers of selected cement companies. This study is going to cover top five cement companies of Rajasthan selected on the basis of their market share of the last financial year (2014-15) namely Shree Cement Ltd. (Shree Group), Ultratech Cement Ltd., Ambuja Cement Ltd., Birla Corporation Ltd., and Binani Cement Ltd. Parameters on the basis of which study will be done are marketing mix and dealer loyalty, population of this study consists of dealers of selected cement companies

1. Mukhopadhyaya.J.N(2012) An Analytical Study of the Changing Structure in the Cement Industry of India, *International Journal of Management.*
2. A.V Bala Kishna ED. (2008) The Indian Cement Industry. *ICFAI Publication*

Geographical location under study is to be conducted is five districts of Eastern Rajasthan total 258 dealers sample size of dealers is being calculated by Slovin's formula at 95% confidence level (+/-5% margin of error) simple random sampling technique will be used, questionnaire will be used as an instrument for data collection and Correlation and multiple regressions' test and trend analysis will be used for data analysis and hypothesis testing. The proposed study would be a systematic attempt to analyze diverse dimensions of marketing strategy of cement sector.

Review of Literature

S.No	Author	Year	Topic	Objective	Finding	Limitations
1	Abasilim Angela Naneika	2015	Extent of application of marketing mix strategies in the organization of Osun.	To examine the extent of marketing mix usage in organization of Osun.	Small and micro scale enterprises in Osun state do apply marketing mix strategies and majority of the enterprises apply these strategies in a very high extent.	Findings cannot be generalized.
2	Khalid Suidan Al Badi	2015	Marketing Strategy Module- A case study of Oman cements company.	Discuss the strategy module in the marketing context in one of leaders companies dealing with cement industry in Oman.	Oman Cement Company is required to review these productions and strategy to achieving its objectives in the market customer.	Case study of a single company.
3	Shaik.M, Balakrishna.S Banana.K	2014	A study on future marketing trends Indian Cement Industry.	To investigate current & future trends of Indian cement industry.	The researcher analyse the range of competition in both current and future time, and proposed the strategies for the trends. Consolidation, vertical integration.	Marketing trends are not static.
4	Aserkar.R, Kumthankar. N, Aserkar.S	2014	Investing Link Between Supply Chain Management Performance & Brand Performance.	To find out the relationship between Supply chain performances and Brand performances.	Organization with well defined supply chain strategy is better equipped to effectively meet consumer demand.	Research paper does not study supply chain drivers that can enhance brand value.

S.No	Author	Year	Topic	Objective	Finding	Limitations
5	Maity.A	2014	Impact of External Influencer Recommendation in Purchase Behavior Process of Selection of Cement for Construction.	To find the impact of influencer influencing in basic cement purchase behavior process across various customer segments.	In case of individual house builder, engineer/ architect/ local cement dealer has a say in selecting cements.	The field research was conducted only in West Bengal. A more extended geographical sample may show greater differences in perceptions.
6	Singh.S.P	2013	Assessment of competition in cement industry in India.	Aims to analyse the state of competition in the Indian cement industry.	CCI should raid important offices of companies in question and office of CMA.	Study is confined to selected companies.
7	Kumar.S, Bansal.N.C	2013	Marketing Mix Strategies and Indian Cement Sector.	To analyze the marketing mix strategies being followed in Indian Cement Companies.	As there is no USP as far as product is concerned Company should give emphasis on cost optimization, product service, aggressive sales promotion and sound channel distribution.	Only marketing mix is not enough for successful marketing.
8	Ashraf.M	2013	Factors considered by opinion Leader (one form of Reference group) in Recommending Brand to csm.	To identify and determine factors or variables which influence the Engineers the most influential reference group.	Architects value some factors in choosing and recommending cement brand, which include: Technicality of the product, Brand image Distribution.	Only reference group cannot influence the customer there are several other factors which can influence customer.

S.No	Author	Year	Topic	Objective	Finding	Limitations
9	Kumar.P.K, John.S.F, Senith.S	2013	A Study on the Progress of Indian Cement Industry.	To study the progresses of Indian cement industry since 1991.	By all the six parameters the Indian cement industry had shown a good progress during the period of study.	Study is been limited for 15 years i.e1991 to 2006.
10	Owomoyela S K	2013	Investigating the impact of marketing mix on customer loyalty	Investigates the effect of marketing mix elements on consumer loyalty with special reference to Nigerian breweries Plc.	Marketing mix elements have significant effect on consumer loyalty.	Management of Nigerian breweries should produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers.
11	Mukhopadhyaya.J .N, Malabika .R &Raychaudhuri.A	2012	An Analytical Study of the Changing Structure in the Cement Industry of India.	To evaluate the effect of deregulation on the performance and structure of the Indian cement industry.	The top most two quartiles made significant gains in market share and the companies below the second quartile lost market share during this period.	Competition in the industry forces the change in performance every year.
12	Ojo.G.K	2011	Effective Marketing Strategies and the Nigerian Construction Professionals	Examined the existing marketing strategies with the aim of determining the level of usage.	The most popular and effective strategy was professional client relationship.	Regional constraint results and recommendations cannot be applied universally.

S.No	Author	Year	Topic	Objective	Finding	Limitations
13	Ilesanmi.O	2011	The Significance of Distribution channel and Product Life Cycle in the Management of an Organization the Nigerian Experience.	Aim to assess the significance of distribution channel and Product life cycle on the survival and growth of org.	In the companies where the proper channel choice and physical distribution systems are designed the growth of product is not only enhanced, but relative market share growth of the company will be guaranteed .	Distribution channel alone cannot effect he survival and growth of business organization.
14	Shanskar.R, Agarwal.U, Goel.P & Jha.W	2011	Business Strategies for the Indian Cement Industry.	Investigates the current and future trends in the Indian cement industry and enumerates key business strategies.	Indian cement industry is a market of opportunities waiting to be tapped.	Marketing trends are not static and so the strategies.
15	Sunday. A, Bayode.O.B	2011	Strategic Influence of Promotional Mix on Organization Sale Turnover in the face of Strong Competitors.	Aims to study strategic influence of promotional mix on organization sale in manufacturing organization.	Every organization must have well monitored promotional activities and must be able to tailor it in such a way that it will increase its sale and thereby increasing profit of the organization.	Concentrates only on manufacturing organizations.
16	Srivastava.R. K, S. T. Sakunke	2011	Impact of Future Trends on Marketing Strategy.	Describes how impact of product range, price level, positioning and technological change can help in formulating optimal business strategy.	Need of a good marketing strategy for the success of a product is based on uninterrupted review & augmentation of business & marketing strategies.	Study is not covering other aspects which can impact marketing strategy.

S.No	Author	Year	Topic	Objective	Finding	Limitations
17	Hegddge.G	2009	Research on Distribution Channel Management.	To find out any empirical pattern in the world of distribution channel Management.	The high-performing distributors (HPD) focused on sales turnover and market development; the low-performing distributors (LPD) were more interested in gross margin and promotional assistance.	Study is confined to selected sectors.
18	Goi.C.L	2009	A Review of Marketing Mix: 4Ps or More.	Main objective of this paper is to review the marketing Mix.	The use of marketing mix by a organization vary. A researcher point out that 4Ps remains the staple of marketing mix because of its simplicity in the use of framework**.**	Researcher concentrates only on manufacturing firm it does not talk about service 7p.
19	L.G.Buran ge,S. Yaminini	2008	Performance of Indian Cement industry-The competitive landscape.	Aims to build up a composite index that reflects the competitiveness of firms in the industry, indicating strength and weaknesses.	Out of seventeen sample firms, performance of eight firms was above the industry average scores of overall competitiveness index.	As the time changes performance indicator change.
20	Deek.W.S, Lian.C.K	2008	The impacts of strategic orientation, marketing strategy and market research activities on NPD.	Paper aims to determine the impacts of strategic orientation, marketing strategy and market research activities on NPD.	Variables of strategic orientation and market strategy have significant influence on NPD.	Fails to give emphasis on environmental factors.

S.No	Author	Year	Topic	Objective	Finding	Limitations
21	Michael.R	2007	Positioning– Marketing's Fifth "P.	Exploring the conceptual foundations of positioning and developing some prescriptive recommendations for marketers.	--------	--------
22	Dr.Mongay.G	2006	Strategic Marketing: Literature Review on Definitions, Concepts and Boundaries Working Paper.	The research paper aims to understand the aims and boundaries of strategic marketing in reference to definitions given by different authors.	The foundation of strategic marketing orientations and thoughts are based on some ideas and it gives the pathways but it need to be reoriented as per the need of time and business too.	Consequences of the various strategic marketing practices are not identified.
23	Arora.R.R, Sarkar.R.R	2006	Detecting Cartels in Indian cement Industry. An Analytical Framework.	Analyses the existence of price cartelization in cement industry.	Cement industry is indulged in illegitimate collusion is strengthened by observing recent decline in cement price after the government announced to import cement.	This is a region confined problem, not found in any zonal branches.
24	Li.J, Schultz.P, Anderson.S	2006	How is a Cement company working with marketing within the construction industry.	To find out How is a Cement company working with marketing in construction industry?	Marketing in construction industry is indeed important for companies in order to create value in all arenas.	Study is confined to one company.

S.No	Author	Year	Topic	Objective	Finding	limitations
25	Sahay.B.S, Gupta.N.D, Mohan.R	2006	Managing supply chains for competitiveness the Indian scenario.	Aims to analyse research conducted for assessing the current state of supply chain management practices followed by Indian organizations.	Most of the Indian organizations have aligned their supply chain objectives with their business objectives. They are now on course of aligning their processes and management focus.	Current supply chain process is ignored.
26	Srivastava.S.K	2006	Logistics and Supply Chain Management Practices in India.	Present a snapshot picture of logistics and Supply Chain Management (SCM) practices in India.	The major challenges to logistics and SCM practices in India are related to integrating the supply chain, interfacing supply chain department within a firm.	SCM is complex study; its entire domain cannot be covered in just one study.

Naneika.A.A (2015) investigated the degree of usage of marketing mix strategy in small or micro industries, study was been conducted in Osun state Nigeria, through his pragmatic study he found that small and micro enterprises do use marketing mix strategies, and majority of the enterprises use these mix strategy in very high extent. out of the sampled population 71% use marketing mix strategy in high degree This study proves the importance of marketing mix strategy as without the same none of the organization weather micro or macro cannot reach to the customers.

Al Badi.K.S (2015) demonstrated the marketing strategy part of the leading cement company of Oman, he has discussed each and every minute part of marketing strategy of the company its vision and mission, SWOT analysis, he has pictured the company in Ansoff matrix,micro and macro environment analysis, competitor analysis, pictured company into porter's 5 force analysis. In short researcher has discussed in and out of marketing strategy of OCC Cement Company and concluded that OCC cement as the market leader in cement industry of Oman and he recommended that OCC cement should concentrate in increasing the cement production in order to meet future demand to remain in the leadership position.

Shaik.M etd.al (2014) investigated the current and future trends of the cement industry and has suggested some strategies for both the current and future trend which can help the Indian cement companies to compete the ever increasing competition in Indian building material market, strategies suggested by researcher in current trends are vertical integration, cost efficiency and management focus and the strategies for the future trends are consolidation, globalization and differentiation.

Aserkar.R etd.al (2014) demonstrated the relationship between supply chain and brand performance, he through his research figures out that the company having well equipped supply chain are the better performing brands. With the help of global brand rating and global supply chain ranking, he studies 14 companies and he finds out that out of 14 companies 8 companies have tandem between brand ranking and supply chain ranking these are the companies which can sense the changing demand pattern and equip its supply chain accordingly.

Maity.A (2014) studied the consumer behavior aspect of cement industry he tried to finds out the impact of influencer in cement purchase, The multiple cement brands available in the market make the brand selection a difficult process Cement which was considered to be a basic commodity has now become a item of choice and preference, today influencer plays a main role in influencing the customer in choosing a particular brand of cement. Cement customers are broadly classified into 3 segments- trade customer i.e. dealer/ sub dealer/ wholesaler, retail customer- which is individual house builders and non trade customer- which includes industrial and government infrastructure

Singh.S.P (2013) analyzed the competition in Indian cement industry and points out the pricing issues in the cement industry competition rightly known as cartelization, he also suggest CCI (competition Commission of India) to take necessary decision, as per the researcher there is suspicion of cartelization practice in the zonal markets in India.

Kumar.P.K (2013) studied the progress of Indian cement industry in terms of installed capacities, production exports and value additions, the study covered 15 years of progress story i.e. right from the 1991 initial stage of liberalization to 2005 post liberalization. Analysis of the researcher shows that Indian cement industry has seen the tremendous growth. The Indian cement industry is on the dynamic growth path in capacity, production, factor productivity and financial parameters. The future prospects are also bright. However, it needs attention to increase export and build net worth, which required more detailed and effective planning and management.

Kumar.s etd.al (2013) analyzed the marketing mix strategies followed by cement companies of India, with the increasing competition in cement industry; the key Indian players have begun to revisit their business strategy. Researcher purposed that as there is no USP as far as product is concerned Company should give emphasis on cost optimization, product service, aggressive sales promotion and sound channel distribution system. In concluding lines he says that Companies as per their offering should balance marketing mix strategic decision.

Elhasia.T (2013) demonstrated the supply chain system of cement industry, which is actually the backbone of cement industry. Researcher suggest the sustainable supply chain model for enhancing the success of the same, in concluding lines researcher has said that Importance of sustainable supply chain management (SSCM) lies in integration and achievement of the environmental, economic and social goals of the cement industry.

Ashraf.M (2013) had made an attempt to find out the variables which influence the reference group (architects engineers or dealers) of cement industry the most. As cement is a product about which each and every consumer has much knowledge or awareness about it so the reference group plays vital role in the final decision making for the consumer, researcher through his analysis found out the factors which influence the decision maker namely Technical aspects of the product, Brand image, Distribution coverage, Financial aspect of the company.

Owomoyela S K (2013) evaluated the impact of marketing mix on customer loyalty with special reference to Nigerian Breweries PLC, surveyed managers sales representatives and distributors of Nigerian breweries, finding proved that there is a strong relationship between customer loyalty and marketing mix, he recommended to the company that they should continue produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers.

Mukhopadhyaya.J.N et.al (2012) evaluated the effect of deregulation on the performance of Indian cement industry, he concluded that just after the deregulation due to increase in competition there was no concentration in the cement market but after some time with the increase in capacity production, big companies concentrated the industry, there was structural break in the market share of the companies, it was revealed that four firm concentration was more than 50%.

Shanskar.R et.al (2012) evaluated the current and future trends of the Indian cement industry and recommended the strategy for the cement company officials to follow in order to survive the global competition. He recommended that as the there cannot be differentiation in the product differentiation should be achieved in service for example cost optimization, operation efficiency, differentiation in providing service through providing time to technical and marketing support to dealers.

Ojo.G (2011) examined the level of usage and effectiveness of the marketing strategy in the Nigerian construction company, and the analysis revealed that level of usage of marketing strategy in the Nigerian construction company was very low. He recommended Nigerian construction professionals to use marketing strategies as it will give opportunity for the growth to the industry.

Ilesanmi.O (2011) evaluated the importance of distribution channel and product life cycle in the growth of Nigerian organization and he concluded that distribution and product life cycle both are very important for the growth of any organization. As distribution strategy makes the right product available to the right customer at the right time and product life cycle guide an organization to apply right strategy at the right time.

Sunday.A et.al (2011) studied the impact of promotional mix on the sale of the manufacturing organization, he revealed that proper application of promotional mix can help in increasing the market share of the organization as it can help to reach each and every prospect customer easily, it can help in increasing organization growth in the competitive market.

Sahay.B.S et.al (2006) analyzed the current state of supply chain management practices followed by Indian organizations and identifying important areas that need to be addressed in order to increase their competitiveness. Analysis revealed that most of the Indian organizations have aligned their supply chain objectives with their business objectives. They are now on course of aligning their processes and management focus.

Srivastava.S.K (2006) demonstrates the picture of supply chain management in India and unfortunately supply chain management is not properly used by many organizations, they do not real-time demand data from customer's reason being lot of automation is required for this but due to lack of fund it is not possible. Well equipped supply chain and logistic services are now a day's prerequisite for the survival in global competition.

Research Gap:

The observation of the articles reviewed shows that

- Studies on cement industry show valuable insight but the studies do not provide the relationship between marketing mix and brand loyalty of dealers.

- Lots of study on customer loyalty is been done but hardly any study on dealer loyalty in cement industry is been done.

- The study related to marketing mix in cement industry are broadly done on marketing executives and were done with a view to understand marketing policy and strategies of the companies, No study was found to understand the effect of marketing mix on dealer's loyalty.

JUSTIFICATION AND RELEVANCE OF THE STUDY

Various studies on marketing strategies have been done in regard to cement industry, studies covering strategy for current and future trends, mergers and acquisition strategy, strategy related to supply chain management. No study is been done regarding the effect of marketing mix on dealer's loyalty, lack of such study provides motivation and scope for the present study.

Relevance to the Cement Companies

- This study enables us to comprehend the significance of marketing mix and dealer's loyalty. The findings from this study will be important within the B2B environment particularly in the Cement industry.
- The results of the study will help manufacturer; they will be able to have a better insight on the determinants that will lead to dealer loyalty in the cement industry. Hence, managers will be able to formulate appropriate marketing strategies.

Relevance to the Dealers

- Study will help in understanding the need and expectations of the dealers.

Relevance to the Academicians, Students and others

- The study will help in understanding the impact of marketing mix on dealer's loyalty and will enhance understanding the dealer loyalty concept.
- The study will contribute to the existing body of knowledge and provide new dimensions for further studies.

Hence, the proposed study would be a systematic attempt to analyze diverse dimensions of marketing strategy of cement sector.

Need & Scope of Study:

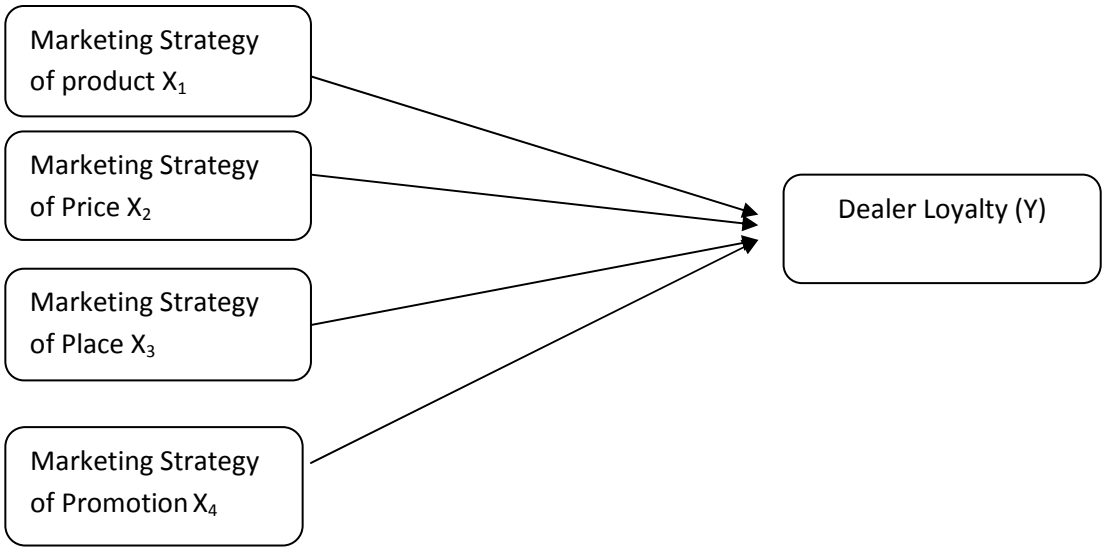
Dealers are the most important part of cement industry as they help in sale of the cement and a satisfied dealer can only help in increasing the sales volume and in turn helps in revenue generation and increasing market share. So the foremost task of Cement Company is to keep dealer network satisfied with appropriate marketing mix offering.

Present study is an attempt to understand the relationship between marketing mix and brand loyalty of dealer. This will help in understanding determinants that will lead to dealer loyalty in the cement industry. Hence, management will be able to formulate appropriate marketing strategies.

OBJECTIVE OF THE STUDY

1. To examine the relationship between the marketing mix and brand loyalty of dealers of the selected cement companies.

Hypothesis & Conceptual Framework


Marketing Strategy of product X_1
Marketing Strategy of Price X_2
Marketing Strategy of Place X_3
Marketing Strategy of Promotion X_4
Dealer Loyalty (Y)

Proposed Framework

The general form of the model is as follows: $DL = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + e$ Where,

DL = Dealer Loyalty

X_1 = Marketing Strategy of Product

X_2 = Marketing Strategy of Price

X_3 = Marketing Strategy of Place

X_4 = Marketing Strategy of Promotion

And α is constant and β1, β2, β3, and β4, are coefficient to estimate, and e is the error term

Hypothesis

$H_{0:}$ The effect of marketing strategy of product on dealer is positively related to dealer loyalty.

H_{01}: The effect of marketing strategy of price on dealer is positively related to dealer loyalty.

H_{02}: The effect of marketing strategy of place on dealer is positively related to dealer loyalty.

$H_{03:}$ The effect of marketing strategy of promotion on dealer is positively related to dealer loyalty.

Definition of Dependent Variable and Independent Variable

Table: 1 Conceptual and operational definition of variables

Variables	Conceptual Definition	Operational Definition
Marketing Strategy of Product (X_1)	The products or services offered to your customer: Their physical attributes what they do, how they differ from your competitors and what benefits they provide.	• Cement Variants • Water proof Packaging • Brand Image • Quality
Marketing Strategy of Price (X_2)	How you price your product or service so that your price remains competitive but allows you to make a good profit.	• Margin • Discounts
Marketing strategy of Place(X_3)	Also referred to as Distribution) – Where your business sells its products or services and how it gets those products or services to your customers.	• Depot Storage • JIT Delivery
Marketing strategy of Promotion (X_4)	The methods used to communicate the features and benefits of your products or services to your target customers.	• Foreign/Domestic Tours • Gold and Silver Distribution • Event Sponsorship • Mass Advertising • Mason meet, Engineers/Architect meet
Dealer Loyalty (Y)	Loyalty is a commitment from the consumer to use a particular product or service brand, which formed due to the consistency of the company to meet customer expectations	• To give recommendation to others and push the cement of particular brand to end customers • To survive as a dealer of particular brand, and being indifferent to other competitive brands

Source: Conceptual Definition http://homebusiness.about.com/od/homebusinessglossar1/g/marketing-mix.htm, http://thinkinglean.com/img/files/020204m.pd

Research Methodology

This purpose of this study is to the examine the perception of employees and dealers about marketing strategies followed by the selected cement companies and to do comparative analysis of all the 5 selected cement companies

This section will describe the 1) research methodology of the study 2) explain the sample selection 3) data collection method 4) data analysis and interpretation

Type of Research:

Exploratory cum descriptive research methodology will be used. Daniel Kaitz says, "It is to see what is there rather to predict the relationship that will be founded". Exploratory research will help in gathering information for clarifying concepts related to study and descriptive research will help in testing the hypothesis by the use of one of the method of observation i.e. questionnaire `

Sampling Design

Universe: Dealers of cement (Grey Cement) companies of Rajasthan.

Rajasthan is the second largest cement producing state of India (due to availability of limestone in abundant quantity) after Andhra Pradesh More than 20 major cement plants of 12 cement companies are set up in Rajasthan.

Study is proposed to be done on top 5 cement companies of Rajasthan selected on the basis of market share.

Table 2: Top 10 Cement companies in Rajasthan as per their market share.

S.no	Company Name	Market Share in Rajasthan
1	Shree Cement Ltd.(Shree Group)	21.33%
2	Ultratech Cement Ltd.	14.5%
3	Ambuja Cement Ltd.	12.33%
4	Birla Corporation Ltd.	8.46%
5	Binani Cement Ltd.	8.26%
6	J.K Cement Ltd.	7.93%
7	Wonder Cement Ltd.	7.60%
8	JK Lakshmi Cement Ltd.	6.73%
9	Lafarge Cement Ltd.	4.66%
10	Manglam Cement Ltd.	4.06%

Source: Average Monthly sale of Year 2014-15 internal company reports, Market share calculated by using formula Average Monthly Sale/Potential sale of that area.(Potential sale of Rajasthan is 1500000)

Top 5 companies are selected from the above table as it is difficult to cover dealers from all the cement players displayed in the table

Sampling Unit: is a natural geographical unit such as state, a district, a village. In this research project study covers five districts of Eastern Rajasthan

1. Jaipur
2. Tonk
3. Dausa
4. Karauli
5. Sawai Madhopur

Population Size:

Table: 3 Total numbers of Dealers of the selected companies

S.No	Company Name	Total Number of Dealers (of all the five districts)
1	Shree Cement Ltd. (Shree Group)	249
2	Ultratech Cement Ltd.	126
3	Ambuja Cement Ltd.	144
4	Birla Corporation Ltd.	119
5	Binani Cement Ltd.	92
	Total	**730**

Source: Internal company report

Sample Size : sample size for dealer is calculated with the help of slovin's formula n= N/ $(1+N*e^2)$ with confidence level of 95% that is (+/- 5% margin of error) that comes to 258.40. So the sample size of dealer for the proposed study will be 258

Sampling Technique: Simple random sampling method will be used to carry out the proposed research work.

Data Collection: Both primary and secondary method of data collection will be used in the study, for primary method of data collection self design close ended questionnaire will be used. Total 258 questionnaires will be filled by dealers

For secondary data collection Annual reports of the companies, CMA (Cement Management Association), websites and company's internal regional reports is proposed to be used.

Data Analysis: Correlation coefficient and multiple regression analysis and trend analysis will be used to analyze the data with and t Test will be used to test the hypothesis with the aid of statistical package for social sciences (SPSS) or Amoss software package.

Possible Problems of the Study

Although every effort will be made to undertake a representative study, still the following problems could occur in the course of the study:

- There may be drop out error i.e. the respondents who are willing as well as able may not be contacted.

- There may be go error i.e. the respondents who are unable or unwilling may included in the sample.

  However, the large sample base as well as the pre-testing will further reduce the chances of these errors.

- There may be chances of different perceptions on the wording of the questionnaire or scale. Hence, every effort will be made to personally interview.

Chapterisation

1. **Introduction**
   - 1.1. Marketing Strategy
   - 1.2. Marketing Mix
   - 1.3. Dealer Loyalty
   - 1.4. Cement Industry
   - 1.5. Cement Industry of Rajasthan

2. **Research Methodology**
   - 2.1. Research
   - 2.2. Review of Literature
   - 2.3. Justification and Relevance of Study
   - 2.4. Scope of Study
   - 2.5. Objectives
   - 2.6. Hypotheses
   - 2.7. Research Design
   - 2.8. Sample Design
   - 2.9. Data Collection

3. **Analysis and Interpretation: Part One**

4. **Analysis and Interpretation: Part Two**

5. **Conclusion**
   - 5.1. Findings
   - 5.2. Recommendations
   - 5.3. Limitations of the Study
   - 5.4. Scope for Further Research

References, Bibliography and Webliography
Appendices

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